



Maryland Health Connection's *Last Chance*

Enrollment Events: Dec. 8-10

Communication Toolkit for Event Promotions

Open enrollment ends on Dec. 15, and Maryland Health Connection is providing Marylanders a **Last Chance** to sign up for coverage before the deadline. In partnership with consumer assistance organizations, Maryland Health Connection is offering enrollment events across the state on Friday, Dec. 8 through Sunday, Dec. 10.

We appreciate your willingness to help spread the word about these enrollment opportunities. We have prepared template communications to help you easily share information via emails, websites, newsletters and social media. If you have questions, please contact Communications and Outreach Coordinator Jenny Mancha at Jenny.Mancha@maryland.gov.

This toolkit contains:

- List of enrollment event locations across the state
- Save the date graphic & email
- Newsletter/email language
- Facebook and Twitter posts and graphics
- Website language and buttons

Visit MarylandHealthConnection.gov/Last-Chance for more information.



Last Chance Event Details

| County | Date & Time | Location |
|----------------------------|-------------------------------------|---|
| Allegany County | Dec. 10 10 a.m. – 4 p.m. | AHEC West 39 Baltimore St., Suite 201 Cumberland, MD 21502 |
| Anne Arundel County | Dec. 8 10 a.m. – 2 p.m. | Annapolis Regional Library 1410 West St. Annapolis, MD 21401 |
| Anne Arundel County | Dec. 9 10 a.m. – 2 p.m. | Severna Park Community Library 45 West McKinsey Road Severna Park, MD 21146 |
| Baltimore City | Dec. 8 10 a.m. – 2 p.m. | Enoch Pratt Free Library Central Library 400 Cathedral St. Baltimore, MD 21201 |
| Baltimore County | Dec. 8 & Dec. 9 10 a.m. – 2 p.m. | Baltimore County Public Library Catonsville Branch 1100 Frederick Road Catonsville, MD 21228 |
| Baltimore County | Dec. 8 & Dec. 9 10 a.m. – 2 p.m. | Baltimore County Public Library Essex Branch 1110 Eastern Blvd. Essex, Maryland 21221 |
| Cecil County | Dec. 9 2 – 4 p.m. | Cecil County Library Perryville Branch 500 Coudon Blvd. Perryville, MD 21903 |
| Charles County | Dec. 9 9 a.m. – noon | Seedco Office at Health Partners 3070 Crain Highway Waldorf, MD 20601 |
| Harford County | Dec. 9 12:15 – 4:15 p.m. | Harford County Library Abingdon Branch 2510 S Tollgate Road Abingdon, MD 21009 |
| Howard County | Dec. 9 10 a.m. – 2 p.m. | Howard County Health Dept. 8930 Stanford Blvd. Columbia, MD 21045 |



| County | Date & Time | Location |
|-------------------------------|-------------------------------|---|
| Montgomery County | Dec. 9 9:30 a.m. – 3 p.m. | Silver Spring Service Center 8818 Georgia Ave., 2nd Floor Silver Spring, MD 20910 |
| Montgomery County | Dec. 9 9:30 a.m. – 3 p.m. | Germantown Regional Service Center 12900 Middlebrook Road, 2nd Floor Germantown, MD 20874 |
| Prince George's County | Dec. 9 10 a.m. – 2 p.m. | Oakcrest Community Center 1300 Capitol Heights Blvd. Capitol Heights, MD 20743 |
| Queen Anne's County | Dec. 9 11 a.m. – 2 p.m. | Queen's Anne's County Library Kent Island Branch 200 Library Circle Stevensville, MD 21666 |
| St. Mary's County | Dec. 9 1:00 – 4 p.m. | St. Mary's County Library Charlotte Hall Branch 37600 New Market Road Charlotte Hall, MD 20622 |
| Washington County | Dec. 9 10:30 a.m. – 4 p.m. | Washington County Library Main Branch 100 S. Potomac St. Hagerstown, MD |
| Wicomico County | Dec. 9 10 a.m. – 2 p.m. | Wicomico Public Library 122 S. Division St. Salisbury, MD 21801 |
| Worcester County | Dec. 9 10 a.m. – 2 p.m. | Ocean Pines Library 11107 Cathell Road Berlin, MD 21811 |

Visit MarylandHealthConnection.gov/events for the most up-to-date event listings.



Save the Date

Use this email content to encourage your community partners to mark their calendars in preparation for Last Chance events! Insert the image into the body of your email.

Email Subject: Save the Date! Health insurance enrollment events Dec. 8-10



Open enrollment ends on Dec. 15 – don't wait until it's too late!

Now is your **Last Chance** to get help signing up for health insurance through the state's official health insurance marketplace. Join us Dec. 8-10 for free, expert help!

Remember, [Maryland Health Connection](http://MarylandHealthConnection.gov) is the only place to get financial help with your health plan, and 9 out of 10 people who enroll qualify for lower costs.

Enrollment experts will offer free help signing up for coverage at *Last Chance* events. Visit MarylandHealthConnection.gov/Last-Chance to find an enrollment event near you.



Newsletter Language

Need health insurance? MarylandHealthConnection.gov is a one-stop shop to browse plans and compare coverage and costs. And, it's the *only* place to get financial help with your health plan.

Enroll now through Maryland Health Connection, before it's too late! Open enrollment for 2018 plans ends soon. It's your **Last Chance** to get free, in-person help signing up the weekend of December 8-10 at a [Maryland Health Connection](#) enrollment event.

Go to MarylandHealthConnection.gov/Last-Chance to find an event near you. Don't wait: Dec. 15 is the final day to enroll.

Website Language

General

Need health insurance? Visit MarylandHealthConnection.gov today. It's the only place you can get financial help with your health plan. In fact, 9 out of 10 people who got covered through Maryland Health Connection qualified for financial help to lower the cost of their plan.

Event-Specific

Need health insurance? Now's your **Last Chance** to get enrolled before the Dec. 15 deadline. Visit MarylandHealthConnection.gov today to sign up or find a free, in-person enrollment event near you. Don't wait until it's too late!



Social Media Posts and Graphics

Visit MarylandHBE.com/Social-Media-Toolkit to access our online social media toolkit. You'll find content and graphics for Facebook, Twitter, Instagram and YouTube. You can [click here to download](#) all of our #LastChance graphics, and here are a few social media posts you can use to promote the events:

Facebook

Follow us on Facebook (<https://www.facebook.com/MarylandConnect/>) and tag us in your posts using the @ functionality.

Need health insurance? Now's your #LastChance to sign up before the Dec. 15 deadline. Visit MarylandHealthConnection.gov/Last-Chance to find a free enrollment event near you Dec. 8-10. #LastChance2Enroll

>>> [Download the image.](#)

#LastChance to #GetCoveredMD by the 12/15 deadline! Visit MarylandHealthConnection.gov/Last-Chance to find an enrollment event near you to get free, in-person help signing up for a health plan through @Maryland Health Connection. #LastChance2Enroll

>>> [Download the image](#) (Dec.8); [Download the image](#) (Dec. 9);
[Download the image](#) (Dec. 10).

This year's deadline to sign up for a health plan is 12/15! #LastChance to #GetCoveredMD. Meet with a trained expert on **[DATE & TIME]** at **[LOCATION]** to review your options and sign up for a plan through @Maryland Health Connection. #LastChance2Enroll

>>> [Download the image.](#)

Need health insurance? Get free, in-person help during @Maryland Health Connection #LastChance events happening statewide Dec. 8-10. Find an event near you at MarylandHealthConnection.gov/Last-Chance. #LastChance2Enroll

>>> [Download the image.](#)



Twitter

Follow us on Twitter (<https://twitter.com/MarylandConnect>) and tag us in your posts using the @ functionality.

Need health insurance? Now is your #LastChance to sign up thru @MarylandConnect. Visit MarylandHealthConnection.gov/Last-Chance to find local sign up help Dec. 8-10. #LastChance2Enroll

>>> [Download the image.](#)

#LastChance to #GetCoveredMD by the 12/15 deadline! Sign up w/@MarylandConnect. Find event info at MarylandHealthConnection.gov/Last-Chance #LastChance2Enroll

>>> [Download the image](#) (Dec. 8); [Download the image](#) (Dec. 9);
[Download the image](#) (Dec. 10).

Need health insurance? Don't miss your #LastChance to #GetCoveredMD thru @MarylandConnect free enrollment events near you:
MarylandHealthConnection.gov/Last-Chance #LastChance2Enroll

>>> [Download the image.](#)

Make sure your family is covered for 2018. Deadline for @MarylandConnect plans is 12/15 so get started and don't miss your #LastChance! #LastChance2Enroll

>>> [Download the image.](#)

Graphics Gallery

Download images [from this gallery](#) at the links below.



Website Buttons

You can link to [MarylandHealthConnection.gov](https://www.marylandhealthconnection.gov) by placing a button on your website. It's an easy way to connect your community to important information about their health insurance options. To post this button, copy and paste the HTML code below directly into your site.



HTML code: ``



HTML code: ``